

### AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method of ordering a product or service promoted on a broadcast transmitted by a broadcast station, said method comprising the steps of:

receiving a broadcast signal from the broadcast station, wherein the broadcast signal includes a promotion for a product or a service;

selectively activating a client terminal to procure the product or service, wherein the product terminal includes a transceiver, a processor and a signal indicator;

receiving transmitting a signal from a remote transceiver at a to a remotely located service center, said signal having a client identification information, a frequency of said the broadcast, a location where said the broadcast was received, and a time when said during the broadcast was received when the client terminal was selectively activated;

identifying said the broadcast station using said the frequency and said the location;

determining said the product or said service promoted on said the identified broadcast station using said the time; and

automatically ordering said the determined product or service.

2. (Currently Amended) The method of claim 1, wherein said step of determining step the product or service further includes accessing a station log ~~of said~~ maintained by the broadcast station to ~~obtain an identity of said~~ identify a provider of ~~said good~~ the product or service.

3. (Currently Amended) The method of claim 2, wherein said ordering step includes contacting said the provider of said the product or service to order said the product or service.

4. (Currently Amended) The method of claim 1, wherein said ordering step includes ~~delivering said~~ communicating that the product or service to said client has been ordered.

5. (Currently Amended) The method of claim 1, ~~wherein before said receiving~~ further including the step, said method includes of determining said the location where the broadcast was received and said the time when the broadcast is received with a global positioning system unit, prior to the step of selectively activating the client terminal.

6. (Currently Amended) The method of claim 5 ~~further including after determining said location step, the step of initiating said transceiver to transmit said information with wherein~~ the signal indicator is a switch on [[a]] the client terminal.

7. (Currently Amended) The method of claim [[6]] 1, further including the step of ~~connecting said~~ identifying the client terminal to a broadcast receiver to access said frequency by the service center after the step of transmitting the signal.

8-10 (Canceled)

11. (Currently Amended) The ~~apparatus~~ method of claim [[9]] 1, wherein said client terminal includes ~~said the~~ the global positioning system unit and said the receiver.

12. (Currently Amended) The ~~apparatus~~ method of claim [[9]] 11, wherein ~~said the~~ client terminal is mounted to a vehicle.

13. (Currently Amended) A system for ordering a product or service promoted by a broadcast station during a broadcast received on a broadcast receiver, said system including:

a service center ~~having~~ for ordering a product or service, wherein said service center includes a radio receiver and a database having containing client information;

a client terminal for selecting the product or service promoted during the broadcast and having an electronic control unit, a switch and a transmitter, wherein said client terminal is operatively connected to said broadcast receiver to obtain a frequency of ~~[[a]]~~ the broadcast station to which said receiver is tuned, and said electronic control unit is operatively connected ~~with to~~ a global positioning system unit to ~~receive~~ determine a location of ~~where~~ said global positioning system unit is ~~located~~, a time associated with ~~said location~~, selecting the product or service, and said switch operable is selectively operated to send a signal to said service center by said transceiver, ~~said signal having~~ containing a client terminal identifier, said location, said associated time and said broadcast station frequency; and

~~a communication link between said service center and~~ a log of ~~a~~ containing a broadcast record maintained by the broadcast station for determining said identifying the selected product or service promoted during said broadcast at the associated time so that the service center can order the identified product or service; and

a communication link interconnecting said service center, said client terminal and said log.

14. (Currently Amended) The system of claim 13, further including a communication link between said service center and a provider of ~~said goods and services~~ the good or service.

14. (Currently Amended) The system of claim 13, further including a communication link between said service center and a provider of ~~said goods and services~~ the good or service.

15. (Original) The system of claim 13, wherein said client terminal is mounted to a vehicle.

16. (Original) The system of claim 13, wherein said switch is a push button.

17. (New) A method of ordering a product or service promoted on a broadcast transmitted by a broadcast station, said method comprising the steps of:

receiving a broadcast signal from the broadcast station, wherein the broadcast signal includes a promotion for a product or a service;

selectively activating a client terminal to procure the product or service, wherein the product terminal includes a transceiver, a processor and a signal indicator;

transmitting a signal to a remotely located service center, said signal having a client identification information, a frequency of the broadcast, a location where the broadcast was received, and a time during the broadcast when the client terminal was selectively activated;

identifying the broadcast station using the frequency and the location;

determining the product or service promoted on the identified broadcast station by accessing a station log maintained by the broadcast station to identify a provider of product or service, and using the time; and

automatically ordering the determined product or service.

18. (New) The method of claim 17, wherein said ordering step includes contacting the provider of the product or service to order the product or service.

19. (New) The method of claim 17, wherein said ordering step includes communicating that the product or service has been ordered.

20. (New) The method of claim 17, further including the step of determining the location where the broadcast was received and the time when the broadcast is received with a global positioning system unit, prior to the step of selectively activating the client terminal.

21. (New) The method of claim 17, further including the step of identifying the client terminal by the service center after the step of transmitting the signal.